

present interactive advertising message to the consumer; (b) allowing the consumer to interact with the present interactive advertising message; (c) gathering data associated with the consumer's interactions with the present interactive advertising message; (d) generating a statistical report from the data; and (e) providing the statistical report to the commercial entity.

Other claims on appeal are directed to a computerized method for at least one of providing advertising to a consumer and for gathering statistical data from the consumer associated with at least one of a commercial entity's products and services, comprising the steps of: (a) providing a computerized game to a consumer, the game including the step of testing the consumer's ability to recognize a marketing object associated with the commercial entity, the marketing object taken from a group consisting of: the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and a competitor's product name; (b) gathering data associated with the consumer's interactions with the computerized game; (c) generating a statistical report from the data; and (d) providing the statistical report to the commercial entity.

Each of the two independent claims on appeal, claims 33 and 67, is segmented below, the limitations of which appear in bolded text, along with italicized citations to support found in the specification for the limitations recited. For purposes of simplicity, the citations to paragraph numbers are taken from the corresponding U.S. Patent App. Pub. No. US 2002/0098891, which is attached in the Related Materials Appendix.

Independent claim 33 is directed to a computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tag line, product name and the like, comprising the steps of:

**(a) providing a present interactive advertising message to the consumer** *(Support for this limitation is found in the originally filed claims following paragraph [0091], particularly claim 33 itself. Paragraph [0014] also provides express support for this limitation. Further, paragraphs [0050] and [0051] provide an example of a puzzle used to present an interactive advertising message to a consumer. Other portions of the*